



Quick Notes

from the Idaho Office of Highway Safety

July 11, 2011

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General Message from the Highway Safety Manager

Hi Highway Safety Partners,

This past week the Governors Highway Safety Association (GHSA) produced a new comprehensive report—*Distracted Driving: What Research Shows and What States Can Do*—with a grant from State Farm®. This report considered research from more than 350 scientific papers published between 2000 and 2011 and summarizes: what distracted driving is, how often drivers are distracted, how distraction impacts driver performance and crash risk, what countermeasures may be most effective and what states can do to reduce distracted driving.

The link to this report is <http://www.statehighwaysafety.org/html/publications/pdf/sfdist11.pdf>

“Despite all that has been written about driver distraction, there is still a lot that we do not know,” said GHSA Executive Director Barbara Harsha, who oversaw the report’s development. “Much of the research is incomplete or contradictory. Clearly, more studies need to be done addressing both the scope of the problem and how to effectively address it.”

The report outlines the following certainties:

- Distractions affect driving performance.
- Drivers frequently are distracted, perhaps as much as half the time.
- Drivers adapt to some extent: they pay more attention to driving and reduce their distracting activities in more risky driving situations.
- Distractions are estimated to be associated with 15 to 25 percent of crashes at all levels from minor property damage to fatal injury.
- Texting likely increases crash risk more than cell phone use.
- Cell phone use increases crash risk.

Based on the existing research, the report urges states to implement the following countermeasures:

- Continue to leverage effective, low-cost roadway countermeasures such as edgeline and centerline rumble strips, which alert motorists when they are drifting out of their driving lane.
- Record distracted driving in crash reports to the extent possible, to assist in evaluating distracted driving laws and programs.
- Monitor the impact of existing hand-held cell phone bans prior to enacting new laws. States that have not already passed handheld bans should wait until more definitive research and data are available on these laws’ effectiveness.
- Evaluate other distracted driving laws and programs. Evaluation will provide the information states need on which countermeasures are effective and which are not.

The report also lists countermeasures that states should consider, such as:

- Enact a texting ban for all drivers and a complete cell phone ban (both hands-free and hand-held) for novice drivers.
- Enforce all existing cell phone and texting laws.
- Implement distracted driving communication programs.
- Help employers develop and implement distracted driving policies and programs.

GHSA Executive Director Barbara Harsha stressed, "While distracted driving is an emotional issue that raises the ire of many on the road, states must take a research-based approach to addressing the problem. Until more research is conducted, states need to proceed thoughtfully, methodically and objectively."

Harsha also noted that high visibility texting and hand-held cell phone enforcement demonstration projects in New York and Connecticut are proving to be effective in helping to change motorist behavior. "Our report includes the preliminary results of these cell phone crackdowns, which have prompted dramatic declines in hand-held cell phone use and texting behind the wheel. The final results are expected shortly and should be considered as states move forward with education and enforcement initiatives."

In some aspects the jury is still out regarding the best approach to effectively manage the texting and cell phone use challenge as it pertains to distracted driving. The Office of Highway Safety will continue to pass along research information as it becomes available.

Take care and have a great week.

Brent Jennings, PE
Highway Safety Manager



Quality transportation through people who make a difference

Idaho Transportation Department

News Release

July 6, 2011

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FOR IMMEDIATE RELEASE

Campaign reminds drivers to “Stop Speeding Before It Stops You”

BOISE – Excessive speed is a leading cause of motor vehicle crashes resulting in people being seriously injured or killed on state highways, so the Idaho Transportation Department is partnering with Idaho law enforcement agencies to “Stop Speeding Before It Stops You.”

An aggressive driving education and enforcement campaign is planned for July 15-26. Law enforcement officers will be watching for drivers speeding on all roads in Idaho.

Speeding is an aggressive driving behavior that contributes to more than one-third of all fatal single-vehicle crashes across the state. One-fifth of all serious injuries are a result of speed-related crashes.

“We want motorists to know that doing simple things like obeying traffic signs, waiting for other drivers, or just slowing down can save your life and the lives of others,” said Cecilia Awusie, with ITD’s Office of Highway Safety.

Safety messages will be featured throughout the campaign on billboards, radio, and television. A high-visibility enforcement effort and educational outreach will also be important to this summer’s safety effort.

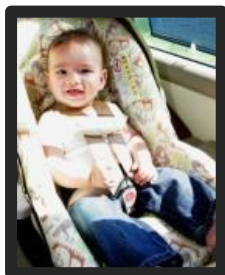
“Even one life lost to speeding is one too many,” said Awusie. “We want all family members to make it home safely at the end of their day.”

The education and enforcement campaign is funded by a federal grant administered by ITD. The campaign is part of the department’s commitment to achieve a goal of no deaths on Idaho’s highways as part of the State’s Toward Zero Deaths safety campaign.

Youthful Drivers

National legislation may be considered this summer to strengthen graduated driver licensing law. The legislation known as STANDUP, Safe Teen and Novice Driver Uniform Protection, has received letters of support from two former Secretary's of Transportation, Norman Mineta and Elizabeth Dole. Read more on the legislation at www.govtrack.us for H.R. 1515 and S. 528, or [Bipartisan Support Given for Federal Teen Driving Legislation](http://handsfreeinfo.com/teen-driving-licenses) or <http://handsfreeinfo.com/teen-driving-licenses>

Child Passenger Safety Week



The National Highway Traffic Safety Administration ([NHTSA](http://www.nhtsa.gov)) has developed copyright-free marketing materials and outreach templates to help you promote car seat safety during Child Passenger Safety Week, National Seat Check Saturday, and throughout the year.

It is not too early to start planning your event. Please select, tailor, and distribute the material in a way that best fits your needs. Follow this link for more information:

<http://www.trafficsafetymarketing.gov/cpsweek2011/>



The results of the 60 agencies that participated in the March Impaired overtime and equipment incentive patrol s are in and attached below. Thank you. The results are really great and thank you the agencies that dedicated DUI emphasis patrols, and did not have to report the numbers.

These mobilizations are successful **only** because of all your efforts.

MARCH 2011 IMPAIRED DRIVING MOBILIZATION							
Total Contacts	DUI Arrests	Seat Belt Citations	Youth Seat Belt Citations	Child Safety Seat Citations	Felony Arrests	Recovered Stolen Vehicles	Fugitives Apprehended
9855.0	225.0	366.0	11.0	15.0	162.0	6.0	263.0
Suspended Licenses	Uninsured Motorists	Speeding Citations	Youth speeding Citations	Reckless Driving Citations	Drug Arrests	Underage Alcohol Arrests	
290.0	1151.0	1430.0	56.0	39.0	210.0	70.0	

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description
July 11-13, 2011	Rural Traffic Safety Summit , Big Sky, MT
July 11, 2011	Alive at 25 Class , 4pm Boise Police Department, Boise http://aliveat25.us/id/find-a-course
July 15, 2011	Alive at 25 Class , 5 pm Nampa Civic Center, Nampa http://aliveat25.us/id/find-a-course
July 16, 2011	Alive at 25 Class , 5pm Rexburg City Hall, http://aliveat25.us/id/find-a-course
July 15-26, 2011	AGGRESSIVE DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, Cecilia.awusie@itd.idaho.gov (208) 334-8112
Aug. 3, 2011	SHSP – committee chair meeting – 9:00-12:00 at ITD
Aug. 7 – 13, 2011	National Stop on Red Week Federal Highway Administration http://safety.fhwa.dot.gov/intersection/redlight/outreach
Aug. 11, 2011	Alive at 25 Class , Kootenai Fire Station #2, Post Falls http://aliveat25.us/id/find-a-course
Aug. 19-21, 2011	State Motorcycle Safety Administrators (SMSA) Conference , Des Moines, IA
Aug. 26-Sept. 6, 2011	IMPAIRED DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, kevin.bechen@itd.idaho.gov (208) 334-4467

**Data limitations: the number is based on information provided by law enforcement agencies on crashes resulting in a death that occur within 30 days of the crash. Data is preliminary and is subject to change. Total is the number of persons killed.*